

IN THE CLAIMS:

Please cancel without prejudice Claims 1-92.

Please add the following newly drafted Claims 93-130.

1 | 93. A communication system, including a transmitting apparatus and a receiving
2 apparatus, for achieving interactivity using a broadcast wave, the transmitting apparatus
3 comprising:

4 storing means for storing a background image that is main image data to be
5 displayed by the receiving apparatus and position information that indicates a position
6 within the background image; and

7 transmitting means for reading the background image and the position information,
8 and for multiplexing and repeatedly transmitting the read background image and the read
9 position information, the receiving apparatus comprising:

10 supplementary design storing means for storing supplementary designs;
11 separating means for separating the background image and the position
12 information from the repeatedly transmitted multiplexed background image and position
13 information;

14 supplementary design reading means for reading a supplementary design from the
15 supplementary design storing means;

16 combining means for combining the separated background
17 image and the read supplementary design at a position in the background image
18 indicated by the separated position information to generate image data; and

19 reproducing means for reproducing the generated image data and outputting an
20 image signal.

1 **sub B1** 94. The communication system of Claim 93, wherein an identification member is
2 commonly assigned to the main image data and position information.

1 3 95. The communication system of Claim 93, wherein the position information is link
2 information and the supplementary design reading means interprets the link information to
3 generate a cursor design.

1 4 96. A communication system, including a transmitting apparatus and a receiving
2 apparatus, for achieving interactivity using a broadcast wave, the transmitting apparatus
3 comprising:

4 storing means for storing a background image that is main image data to be
5 displayed by the receiving apparatus and position information that indicates a position
6 within

7 the background image; and

8 transmitting means for reading the background image and the position information,
9 and for multiplexing and repeatedly transmitting the read background image and the read
10 position information, the receiving apparatus comprising:

11 supplementary design storing means for storing supplementary designs, the

12 supplementary designs including at least one cursor image;

13 separating means for separating the background image and the position
14 information from the repeatedly transmitted multiplexed background image and
15 position information;
16 supplementary design reading means for reading a supplementary design
17 from the supplementary design storing means;
18 combining means for combining the separated background image and the
19 read supplementary design at a position in the background image indicated by the
20 separated position information to generate image data; and
21 reproducing means for reproducing the generated image data and outputting an
22 image signal.

5
23. A communication system, including a transmitting apparatus and a receiving
apparatus, for achieving interactivity using a broadcast wave, the transmitting apparatus
comprising:

first storing means for storing a plurality of background images that are main
image data to be displayed by the receiving apparatus and a plurality of sets of control
information, each set of control information including image link information and
supplementary design combining information, the image link information showing a link
from one background image to another background image, and the supplementary design
combining information indicating a combining of at least one supplementary design with a
background image and including position information indicating a position in a
background image; and

transmitting means for reading the background images and the sets of control

13 information, and for multiplexing and repeatedly transmitting the read background images
14 and sets of control information, the receiving apparatus comprising:
15 supplementary design storing means for storing supplementary designs;
16 separating means for separating one background image and the set of
17 control information corresponding to the one background image from the
18 repeatedly transmitted multiplexed background images and sets of control
19 information;
20 supplementary design reading means for reading a supplementary design
21 from the supplementary design storing means;
22 combining means for combining, based on the supplementary design
23 combining information included in the separated set of control information, the
24 separated background image and the read supplementary design at a position in the
25 background image indicated by the position information in the supplementary
26 design combining information to generate image data;
27 second storing means for storing the generated image data and the
28 separated set of control information;
29 reproducing means for reproducing the generated image data and
30 outputting an image signal;
31 operation means for receiving a user operation that indicates a switching of image
32 data; and control means for controlling the separating means, in response to a user
33 operation, to separate a background image that is indicated by the image link information
34 included in the set of control information stored by the second storing means.

1 6
2 98. A communication system, including a transmitting apparatus and a receiving
3 apparatus, for achieving interactivity using a broadcast wave, the transmitting apparatus
4 comprising:

5 first storing means for storing a plurality of background images that are main
6 image data to be displayed by the receiving apparatus and a plurality of sets of control
7 information, each set of control information including image link information and
8 supplementary design combining information, the image link information showing a link
9 from one background image to another background image, and the supplementary design
10 combining information indicating a combining of at least one supplementary design with a
11 background image and including position information indicating a position in a
12 background image; and

13 transmitting means for reading the background images and the sets of control
14 information, and for multiplexing and repeatedly transmitting the read background images
15 and sets of control information, the receiving apparatus comprising:

16 supplementary design storing means for storing supplementary designs, the
17 supplementary designs including at least one cursor image;

18 separating means for separating one background image and the set of
19 control information corresponding to the one background image from the
20 repeatedly transmitted multiplexed background images and sets of control
21 information;

22 supplementary design reading means for reading a supplementary design
23 from the supplementary design storing means;

23 combining means for combining, based on the supplementary design
24 combining information included in the separated set of control information, the
25 separated background image and the read supplementary design at a position in the
26 background image indicated by the position information in the supplementary
27 design combining information to generate image data;
28 second storing means for storing the generated image data and the
29 separated set of control information;
30 reproducing means for reproducing the generated image data and
31 outputting an image signal;
32 operation means for receiving a user operation that indicates a switching of image
33 data; and control means for controlling the separating means, in response to a user
34 operation, to separate a background image that is indicated by the image link information
35 included in the set of control information stored by the second storing means.

A2
Cont 35
Sub B3 99. A communication system, including a transmitting apparatus and a receiving
apparatus, for achieving interactivity using a broadcast wave, the transmitting apparatus
comprising:
4 first storing means for storing a plurality of background images that are main
5 image data to be displayed by the receiving-apparatus and a plurality of sets of control
6 information, each set of control information including image link information and
7 supplementary design combining information, the image link information showing a link
8 from one background image to another background image, and the supplementary design
9 combining information indicating a combining of at least one supplementary design with a

10 background image and including position information indicating a position in a
11 background image; and transmitting means for reading the background images and the sets
12 of control information, and for multiplexing and repeatedly transmitting the read
13 background images and sets of control information, the receiving apparatus comprising:
14 supplementary design storing means for storing rim supplementary designs, the
15 supplementary designs including two types of cursor images that respectively represent a
16 selected and a non-selected state;
17 separating means for separating one background image and the set of control
18 information corresponding to the one background image from the repeatedly transmitted
19 multiplexed background images and sets of control information;
20 supplementary design reading means for reading a supplementary design from the
21 supplementary design storing means;
22 combining means for combining, based on the supplementary design combining
23 information included in the separated set of control information, the separated background
24 image and the read supplementary design at a position in the background image indicated
25 by the position information in the supplementary design combining information to generate
26 image data;
27 second storing means for storing the generated image data and the separated set of
28 control information;
29 reproducing means for reproducing the generated image data and outputting an
30 image signal;
31 operation means for receiving a user operation that indicates a switching of image

32 data; and control means for controlling the separating means, in response to a user
33 operation, to separate a background image that is indicated by the image link information
34 included in the set of control information stored by the second storing means.

8

1 100. A transmitting apparatus for use in a communication system that achieves
2 interactivity using a broadcast wave, the transmitting apparatus comprising:
3 storing means for storing a background image that is main image data to be
4 displayed by a receiving apparatus and position information that indicates a position within
5 the background image, wherein the receiving apparatus combines a supplementary design
6 with the background image at the position indicated by the position information, the
7 supplementary design being stored by the receiving apparatus; and
8 transmitting means for reading the background image and the position information,
9 and for multiplexing and repeatedly transmitting the read background image and the read
10 position information.

9

8

101. The transmitting apparatus of Claim 100, further comprising:
1 obtaining means for obtaining page information from the World Wide Web on the
2 Internet, the page information representing a page that is an arrangement of characters and
3 images and including character information, image information, and link information
4 showing a link to another page; and
5 generating means for generating a background image that corresponds to a frame
6 including characters and images based on the character information and images
7 information in the obtained page information.

1 **10**
102. The transmitting apparatus of Claim **100**, wherein the storage means further
2 stores region size information, the region size information indicating a region size in the
3 background image, the supplementary design being combined with a region in the background
4 image that is indicated by the position information and the region size information, the
5 transmitting means reading the region size information, multiplexing the read region size
6 information with the read background information and position information, and repeatedly
7 transmitting a result of the multiplexing.

1 11 8
1 103. The transmitting apparatus of Claim 100, wherein the storing means further
2 stores a classification for a specific part of an image, the classification corresponding to a specific
3 supplementary design, the transmitting means reading the classification, multiplexing the read
4 classification with the read background information and position information, and repeatedly
5 transmitting a result of the multiplexing.

12
104. The transmitting apparatus of Claim 103, wherein the classification for a
specific part of an image is for one of a character and image that is linked to another background
image.

1 13
105. The transmitting apparatus of Claim 103, wherein the classification for a
2 specific part of an image is for a heading.

1 14 8
106. The transmitting Apparatus of Claim 100, wherein the position information
2 includes an X coordinate and a Y coordinate that indicate a position in the background image,
3 the receiving apparatus combining a supplementary design with the background image at
4 the position indicated by the X coordinate and the Y coordinate in the position information.

1 ! 16 108. A receiving apparatus for use in a communication system that achieves interactivity
2 using a broadcast wave, wherein a background image and position information are repeatedly
3 transmitted to the receiving apparatus after being multiplexed, the background image being main
4 image data to be displayed by the receiving apparatus and the position information indicating a
5 position in the background image, the receiving apparatus comprising:

6 supplementary design storing means for storing supplementary designs;
7 separating means for separating the background image and the position
8 information from the repeatedly transmitted multiplexed background image and position
9 information;
10 supplementary design reading means for reading a supplementary design from the
11 supplementary design storing means;
12 combining means for combining the separated background image and the read
13 supplementary design at the position in the background image indicated by the separated
14 position information to generate image data; and
15 reproducing means for reproducing the generated image data and outputting an
16 image signal.

17. ¹⁶ The receiving apparatus of Claim ¹⁶ 108, wherein the supplementary designs
18. ¹⁶ are figures that give a bold display of headings.

19. ¹⁶ The receiving apparatus of Claim ¹⁶ 108, wherein the background image and
20. ¹⁶ position information are repeatedly transmitted to the receiving apparatus having been multiplexed
21. ¹⁶ with region size information, the region size information indicating a region size in the
22. ¹⁶ background image, the separating means separating the background image, the position
23. ¹⁶ information, and the region size information from the repeatedly transmitted multiplexed
24. ¹⁶ background image, position information, and region size information, and the combining means
25. ¹⁶ combining the read supplementary design with the separated background image in a region in the
26. ¹⁶ background image that is indicated by the separated position information and region size
27. ¹⁶ information to generate image data.

1 ¹⁹_{111.} The receiving apparatus of Claim ¹⁶₁₀₈, wherein the background image and
2 position information are repeatedly transmitted to the receiving apparatus having been multiplexed
3 with a classification for a specific part of an image, the classification corresponding to a specific
4 supplementary design, the separating means separating the background image, position
5 information and classification from the repeatedly transmitted multiplexed background image,
6 position information, and classification, and the supplementary design reading means reading the
7 supplementary design that corresponds to the separated classification.

1 ²⁰_{112.} The receiving apparatus of Claim ¹⁹₁₁₁, wherein the classification for a
2 specific part of an image is for one of a character and image that is linked to another background
3 image.

1 ²¹_{113.} The transmitting apparatus of Claim ¹⁹₁₁₁, wherein the classification for a specific
2 part of an image is for a heading.

1 ²²_{114.} The receiving apparatus of Claim ¹⁶₁₀₈, wherein the position information includes
2 an X coordinate and a Y coordinate that indicate a position in the background image, the
3 combining means combining a supplementary design with the separated background image at the
4 position indicated by the X coordinate and the Y coordinate in the position information to
5 generate image data.

23

1 115. A receiving apparatus for use in a communication system that achieves interactivity
2 using a broadcast wave, wherein a background image and position information that have been
3 multiplexed are repeatedly transmitted to the receiving apparatus, the background image being
4 main image data to be displayed by the receiving apparatus and the position information indicating
5 a position in the background image, the receiving apparatus comprising:

6 supplementary design storing means for storing supplementary designs, the

7 supplementary designs including at least one cursor image;

8 separating meant for separating the background image and the position information
9 from the repeatedly transmitted multiplexed background image and position information;

10 supplementary design reading means for reading a supplementary design from the
11 supplementary design storing means;

12 combining means for combining the separated background image and the read
13 supplementary design at a position in the background image indicated by the separated
14 position information to generate image data; and

15 reproducing means for reproducing the generated image data and outputting an
16 image signal.

24

23
1 116. The receiving apparatus of Claim 115, wherein the supplementary designs include
2 two types of cursor images that respectively represent a selected and a non-selected state.

1 25 23
1 117. The receiving apparatus of Claim 113, wherein the supplementary designs are
2 figures showing a plurality of cursor images, the receiving apparatus further comprising:

3 operation means for receiving a user operation that selects an image showing a
4 cursor image out of a plurality of images that show cursor images in the supplementary
5 design storing means, the supplementary design reading means reading the image showing
6 the selected cursor image, and the combining means combining the read image showing a
7 cursor image with the separated background image.

1 26
1 118. A receiving apparatus for use in a communication system that achieves interactivity
2 using a broadcast wave, wherein a plurality of background images and sets of control information
3 that have been multiplexed are repeatedly transmitted to the receiving apparatus, each of the
4 background images being main image data to be displayed by the receiving apparatus, each set of
5 control information corresponding to a different one of the background images and including
6 image link information and supplementary design combining information, the image link
7 information showing a link from one background image to another background image; and the
8 supplementary design combining information indicating a combining of at least one supplementary
9 design with a background image and including position information indicating a position in a
10 background image, the receiving apparatus comprising:

11 supplementary design storing means for storing supplementary designs;
12 separating means for separating one background image and the set of control
13 information corresponding to the one background image from the repeatedly transmitted
14 multiplexed background images and sets of control information;

15 supplementary design reading means for reading a supplementary design from the
16 supplementary design storing means;
17 combining means for combining, based on the supplementary design combining
18 information included in the separated set of control information, the separated
19 background image and the read supplementary design at a position in the background
20 image indicated by the position information in the supplementary design combining
21 information to generate image data;
22 storing means for storing the generated image data and the separated set of
23 control information;
24 reproducing means for reproducing the generated image data and outputting an
25 image signal;
26 operation means for receiving a user operation that indicates a switching of image
27 data; and
28 control means for controlling the separating means, in response to a user
29 operation, to separate a background image that is indicated by the image link information
30 included in the set of control information stored by the storing means.

1 *Sub B3* 119. A receiving apparatus for use in a communication system that achieves interactivity
2 using a broadcast wave, wherein a plurality of background images and sets of control information
3 that have been multiplexed are repeatedly transmitted to the receiving apparatus, each of the
4 background images being main image data to be displayed by the receiving apparatus, each set of
5 control information corresponding to a different one of the background images and including
6 image link information and supplementary design combining information, the image link

7 information showing a link from one background image to another background image, and the
8 supplementary design combining information indicating a combining of at least one supplementary
9 design with a background image and including position information indicating a position in a
10 background image, the receiving apparatus comprising:

11 supplementary design storing means for storing supplementary designs, the
12 supplementary designs including at least one cursor image;

13 separating means for separating one background image and the set of control
14 information corresponding to the one background image from the repeatedly transmitted
15 multiplexed background images and sets of control information;

16 supplementary design reading means for reading a supplementary design from the
17 supplementary design storing means;

18 combining means for combining, based on the supplementary design combining
19 information included in the separated set of control information, the separated background
20 image and the read supplementary design at a position in the background image indicated
21 by the position information in the supplementary design combining information to
22 generate image data;

23 storing means for storing the generated image data and the separated set of control
24 information;

25 reproducing means for reproducing the generated image data and outputting an
26 image signal.

27 information indicating a combining of at least one supplementary design with a
28 background image and including position information indicating a position in a
29 background image,
30 the receiving apparatus comprising:
31 supplementary design storing means for storing supplementary designs, the
32 supplementary designs including at least one cursor image;
33 separating means for separating one background image and the set of control
34 information corresponding to the one background image from the repeatedly transmitted
35 multiplexed background images and sets of control information;
36 supplementary design reading means for reading a supplementary design from the
supplementary design storing means;
37 combining means for combining, based on the supplementary design combining
information included in the separated set of control information, the separated background
image and the read supplementary design at a position in the background image indicated
by the position information in the supplementary design combining information to generate
image data;
38 storing means for storing the generated image data and the separated set of control
information;
39 reproducing means for reproducing the generated image data and outputting an
image signal;
40 operation means for receiving a user operation that indicates a switching of image
41 data; and

Ay
Con 37
38
39
40
41
42

49 control means for controlling the separating means, in response to a user
50 operation, to separate a background image that is indicated by the image link information
51 included in the set of control information stored by the storing means.

18 120. A receiving apparatus for use in a communication system that achieves interactivity
2 using a broadcast wave, wherein a plurality of background images and sets of control information
3 that have been multiplexed are repeatedly transmitted to the receiving apparatus, each of the
4 background images being main image data to be displayed by the receiving apparatus, each set of
5 control information corresponding to a different one of the background images and including
6 image link information and supplementary design combining information, the image link
7 information showing a link from one background image to another background image, and the
8 supplementary design combining information indicating a combining of at least one supplementary
9 design with a background image and including position information indicating a position in a
10 background image, the receiving apparatus comprising:
11

12 supplementary design storing means for storing supplementary designs, the
13 supplementary designs including two types of cursor images that respectively represent a
14 selected and a non-selected state;

15 separating means for separating one background image and the set of control
16 information corresponding to the one background image from the repeatedly transmitted
17 multiplexed background images and sets of control information;

18 supplementary design reading means for reading a supplementary design from the
19 supplementary design storing means;

19 combining means for combining, based on the supplementary design combining
20 information included in the separated set of control information, the separated background
21 image and the read supplementary design at a position in the background image indicated
22 by the position information in the supplementary design combining information to generate
23 image data;

24 storing means for storing the generated image data and the separated set of control
25 information;

26 reproducing means for reproducing the generated image data and outputting an
27 image signal;

28 operation means for receiving a user operation that indicates a switching of image
29 data; and

30 control means for controlling the separating means, in response to a user
31 operation, to separate a background image that is indicated by the image link information
32 included in the set of control information stored by the storing means.

29
121. A transmitting method for use by a transmitting apparatus in a communication

2 system that achieves interactivity using a broadcast wave, the transmitting apparatus including
3 storing means for storing a background image that is main image data to be displayed by a
4 receiving apparatus and position information that indicates a position within the background
5 image, the receiving apparatus combining a supplementary design with the background image at
6 the position indicated by the position information, the supplementary design being stored by the
7 receiving apparatus, the transmitting method comprising:

8 a transmitting step for reading the background image and the position information,
9 and for multiplexing and repeatedly transmitting the read background image and the read
10 position information.

30

1 122. A transmitting method for use by a transmitting apparatus in a communication
2 system that achieves interactivity using a broadcast wave, the transmitting apparatus including
3 storing means for storing a plurality of background images that are main image data to be
4 displayed by a receiving apparatus and a plurality of sets of control information, each set of
5 control information including image link information and supplementary design combining
6 information, the image link information showing a link from one background image to another
7 background image, and the supplementary design combining information indicating a combining
8 of at least one supplementary design with a background image and including position information
9 indicating a position in a background image, the transmitting method comprising:

10 a transmitting step for reading the background images and the sets of control
11 information, and for multiplexing and repeatedly transmitting the read background images
12 and sets of control information.

1 **Sub BIV** 123. A receiving method for use by a receiving apparatus in a communication system
2 that achieves interactivity using a broadcast wave, wherein a background image and position
3 information are repeatedly transmitted to the receiving apparatus after being multiplexed, the
4 background image being main image data to be displayed by the receiving apparatus and the
5 position information indicating a position in the background image, the receiving apparatus

6 including a supplementary design storing means for storing supplementary designs, the receiving
7 method comprising:
8 a separating step for separating the background image and the position information
9 from the repeatedly transmitted multiplexed background image and position information;
10 a supplementary design reading step for reading a supplementary design from the
11 supplementary design storing means;
12 a combining step for combining the separated background image and the read
13 supplementary design at the position in the background image indicated by the separated
14 position information to generate image data; and
15 a reproducing step for reproducing the generated image data and outputting gal
16 image.
17

32
124. A receiving method for use by a receiving apparatus in a communication system
that achieves interactivity using a broadcast wave, wherein a background image and position
information that have been multiplexed are repeatedly transmitted to the receiving apparatus, the
background image being main image data to be displayed by the receiving apparatus and the
position information indicating a position in the background image, the receiving apparatus
including supplementary design storing means for storing supplementary designs, the
supplementary designs including at least one cursor image, the receiving method comprising:
8 a separating step for separating the background image and the position
9 information from the repeatedly transmitted multiplexed background image and position
10 information;

11 a supplementary design reading step for reading a supplementary design from the
12 supplementary design storing step;
13 a combining step for combining the separated background image and the read
14 supplementary design at a position in the background image indicated by the separated
15 position information to generate image data; and

a reproducing step for reproducing the generated image data and outputting an image
signal.

1 33
2 +25. A receiving method for use by a receiving apparatus in a communication system
3 that achieves interactivity using a broadcast wave, wherein a plurality of background images and
4 sets of control information that have been multiplexed are repeatedly transmitted to the receiving
5 apparatus, each of the background images being main image data to be displayed by the receiving
6 apparatus, each set of control information corresponding to a different one of the background
7 images and including image link information and supplementary design combining information, the
8 image link information showing a link from one background image to another background image,
9 and the supplementary design combining information indicating a combining of at least one
10 supplementary design with a background image and including position information indicating a
11 position in a background image, the receiving apparatus including a supplementary design storing
12 means for storing supplementary designs, the receiving method comprising:
13 a separating step for separating one background image and the set of control
14 information corresponding to the one background image from the repeatedly transmitted
 multiplexed background images and sets of control information;

15 a supplementary design reading step for reading a supplementary design from the
16 supplementary design storing means,
17 a combining step for combining, based on the supplementary design combining
18 information included in the separated set of control information, the separated background
19 image and the read supplementary design at a position in the background image indicated
20 by the position information in the supplementary design combining information to generate
21 image data;
22 a storing step for storing the generated image data and the separated set of control
23 information; a reproducing step for reproducing the generated image data and outputting
24 an image signal;
25 an operation step for receiving a user operation that indicates a switching of image data;
26 and a control step for controlling the separating step, in response to a user operation, to separate
27 a background image that is indicated by the image link information included in the set of control
28 information stored by the storing step.

34

426. A computer-readable recording medium recording a receiving program for use by
2 a receiving apparatus in a communication system that achieves interactivity using a broadcast
3 wave, wherein a background image and position information are repeatedly transmitted to the
4 receiving apparatus after being multiplexed, the background image being main image data to be
5 displayed by the receiving apparatus and the position information indicating a position in the
6 background image, the receiving apparatus including a supplementary design storing means for
7 storing supplementary designs, the receiving program comprising:

8 a separating step for separating the background image and the position information
9 from the repeatedly transmitted multiplexed background image and position information;
10 a supplementary design reading step for reading a supplementary design from the
11 supplementary design storing means;
12 a combining step for combining the separated background image and the read
13 supplementary design at the position in the background image indicated by the separated
14 position information to generate image data; and
15 a reproducing step for reproducing the generated image data and outputting an image
signal.

35

127. A computer-readable recording medium recording a receiving program for use by
a receiving apparatus in a communication system that achieves interactivity using a broadcast
wave, wherein a background image and position information that have been multiplexed are
repeatedly transmitted to the receiving apparatus, the background image being main image data to
be displayed by the receiving apparatus and the position information indicating a position in the
background image, the receiving apparatus including supplementary design storing means for
storing supplementary designs, the supplementary designs including at least one cursor image, the
receiving program comprising:

9 a separating step for separating the background image and the position information
10 from the repeatedly transmitted multiplexed background image and position information;
11 a supplementary design reading step for reading a supplementary design from the
12 supplementary design storing step;

13 a combining step for combining the separated background image and the read
14 supplementary design at a position in the background image indicated by the separated
15 position information to generate image data; and

a reproducing step for reproducing the generated image data and outputting an image
signal.

36

1 **428.** A computer-readable recording medium recording a receiving program for use by
2 a receiving apparatus in a communication system that achieves interactivity using a broadcast
3 wave, wherein a plurality of background images and sets of control information that have been
4 multiplexed are repeatedly transmitted to the receiving apparatus, each of the background
5 images being main image data to be displayed by the receiving apparatus, each set of control
6 information corresponding to a different one of the background images and including image link
7 information and supplementary design combining information, the image link information showing
8 a link from one background image to another background image, and the supplementary design
9 combining information indicating a combining of at least one supplementary design with a
10 background image and including position information indicating a position in a background
11 image, the receiving apparatus including a supplementary design storing means for storing
12 supplementary designs, the receiving program comprising:

13 a separating step for separating one background image and the set of control
14 information corresponding to the one background image from the repeatedly transmitted
15 multiplexed background images and sets of control information;

16 a supplementary design reading step for reading a supplementary design from the
17 supplementary design storing means;

18 a combining step for combining, based on the supplementary design combining
19 information included in the separated set of control information, the separated background
20 image and the read supplementary design at a position in the background image indicated
21 by the position information in the supplementary design combining information to generate
22 image data;

23 a storing step for storing the generated image data and the separated set of control
24 information;

25 a reproducing step for reproducing the generated image data and outputting an
26 image signal;

27 an operation step for receiving a user operation that indicates a switching of image
28 data; and

29 a control step for controlling the separating step, in response to a user operation,
30 to separate a background image that is indicated by the image link information included in
31 the set of control information stored by the storing step.

37

429. A computer-readable recording medium recording a receiving program for use by

2 a receiving apparatus in a communication system that achieves interactivity using a broadcast
3 wave, wherein a plurality of background images and sets of control information that have been
4 multiplexed are repeatedly transmitted to the receiving apparatus, each of the background images
5 being main image data to be displayed by the receiving apparatus, each set of control information
6 corresponding to a different one of the background images and including image link information
7 and supplementary design combining information, the image link information showing a link from
8 one background image to another background image, and the supplementary design combining

9 information indicating a combining of at least one supplementary design with a background image
10 and including position information indicating a position in a background image, the receiving
11 apparatus including a supplementary design storing means for storing supplementary designs, the
12 supplementary designs including at least one cursor image, the receiving program comprising:
13 a separating step for separating one background image and the set of control
14 information corresponding to the one background image from the repeatedly transmitted
15 multiplexed background images and sets of control information;
16 a supplementary design reading step for reading a supplementary design from the
17 supplementary design storing means;
18 a combining step for combining, based on the supplementary design combining
19 information included in the separated set of control information, the separated background
20 image and the read supplementary design at a position in the background image indicated
21 by the position information in the supplementary design combining information to generate
22 image data;
23 a storing step for storing the generated image data and the separated set of control
24 information;
25 a reproducing step for reproducing the generated image data and outputting an
26 image signal;
27 an operation step for receiving a user operation that indicates a switching of image
28 data; and

A2
Cur

A

a control step for controlling the separating step, in response to a user operation, to separate a background image that is indicated by the image link information included in the set of control information stored by the storing step.

38

1 130. A computer-readable recording medium recording a receiving program for use by
2 a receiving apparatus in a communication system that achieves interactivity using a broadcast
3 wave, wherein a plurality of background images and sets of control information that have been
4 multiplexed are repeatedly transmitted to the receiving apparatus, each of the background images
5 being main image data to be displayed by the receiving apparatus, each set of control information
6 corresponding to a different one of the background images and including image link information
7 and supplementary design combining information, the image link information showing a link from
8 one background image to another background image, and the supplementary design combining
9 information indicating a combining of at least one supplementary design with a background image
10 and including position information indicating a position in a background image, the receiving
11 apparatus including a supplementary design storing means for storing supplementary designs, the
12 supplementary designs including two types of cursor images that respectively represent a selected
13 and a non-selected state, the receiving program comprising:

14 a separating step for separating one background image and the set of control
15 information corresponding to the one background image from the repeatedly transmitted
16 multiplexed background images and sets of control information;
17 a supplementary design reading step for reading a supplementary design from the
18 supplementary design storing means;

19 a combining step for combining, based on the supplementary design combining
20 information included in the separated set of control information, the separated background
21 image and the read supplementary design at a position in the background image indicated
22 by the position information in the supplementary design combining information to generate
23 image data;

24 a storing step for storing the generated image data and the separated set of control
25 information;

26 a reproducing step for reproducing the generated image data and outputting an
27 image signal;

28 an operation step for receiving a user operation that indicates a switching of image
29 data; and

30 a control step for controlling the separating step, in response to a user operation, to
separate a background image that is indicated by the image link information included in the set of
control information stored by the storing step.